



Direct eMail Marketing – FAQs

What is direct email marketing?

The use of email to distribute ads, newsletters, and other information via email. When used responsibly it can be a very useful and cost effective means for sharing information in the form of newsletters, advertising, and invitations.

What are SPAM laws?

These laws are designed to prevent misuse of email by advertisers. It requires that senders provide the option to opt out and off the mailing lists of advertisers.

What does opt in mean?

Opt In means that the receiver has chosen to receive emails from the sender. Opting in usually means the receiver responds to an email or actively clicks a box or link that confirms a choice to receive the information.

What does bounce back mean?

When an email is undeliverable, it “bounces back” to the sender.

Can I track who opens my emails?

If you use an email marketing tool chances are you will be able to track who received, who opened this email and who clicks through to other sites

What does MIME mean?

MIME refers to an email format that can detect if the recipient has an email client that can read the HTML version and if it can't it presents the text version of the email.

Does it matter what type of email I am sending to?

Yes. Not all types of emails are created equal. Most email marketing tools are capable of distinguishing between email clients and ensure delivery of a format that works for that particular recipient.

Can I put Flash in my marketing emails?

You can, but successful delivery depends on a number of factors, including having the right version of the Flash Player, settings in the email client, and incoming email settings. Most best practices for email marketing don't recommend using Flash.

Can I send attachments as part of my email?

Attachments in email are strongly discouraged. Viruses and Worms are often delivered as attachments so many corporations block all emails with attachments. This seriously lowers the number of emails successfully able to be delivered if you include an attachment.

Do I need to worry about trademarks and copyrights in emails?

Yes, you want to protect any information you are sending the same way you would in a print tool. You should include a copyright line to protect copy and images that belong to your company and identify any trademarked names that are included. If you mention other's trademarks, you need to identify them and the owners.

How do I build a list of email addresses?

Several ways you can to this include: capturing interested parties at your website, ask existing customers for their email address, or purchase a targeted mailing list depending on who you are trying to reach.